AMENDMENTS TO THE CLAIMS:

1.(Currently Amended) A method of ~~doing business~~ graphically representing clickstream data of a shopping session on a network comprising:

~~providing a user with a means to~~ extracting one or more shopping sessions from one or more Web server logs of one or more Web server systems of one or more online stores;

~~providing the user with a means to derive~~ deriving one or more micro-conversions from the one or more shopping sessions ~~from one or more online stores~~;

~~providing the user with a means to visualize~~ graphically representing clickstream data from one or more micro-conversions in a first visualization;

~~providing the user with a means to interactively request~~ graphically representing one or more variations of the ~~one or more~~ clickstream data in at least one alternate visualizations in response to a request;

~~providing the user with a means to interactively generate and view one or more variations of the one or more clickstream data visualizations upon the user's request; and~~

~~providing the user with a means to store one or more generated clickstream data~~ storing at least one of the first and the alternate visualizations in at least one ~~or more~~ computer ~~memories~~ memory;

retreiving at least one of the first and the alternate visualizations from the at least one computer memory; and

graphically comparing at least two of the first and the alternate visualizations retreived from the at least one computer memory.

2.(Currently Amended) A method, as in claim 1, where the micro-conversion is a shopper's conversion from one shopping step to another ~~for a particular product or service,~~ and the first visualization comprises one or more polygonal lines, each of which corresponds to at least one shopping session that intersects one of at least two axes representing shopping steps, the polygonal line terminating at the axis wherein the at least one shopping session ends.

3.(Currently Amended) A method, as in claim 2, where the shopping steps include a product impression that is ~~the~~ a view of a hyperlink to a Web page presenting one of a product ~~or~~ and service, a clickthrough that is ~~the~~ a click on the hyperlink and view of the Web page ~~of the product or service~~, a basket placement that is ~~the~~ a placement of the one of the product and service ~~item~~ in ~~the~~ a shopping basket, and a purchase that is ~~the~~ a purchase of the one of the product and service ~~item and the completion of the transaction~~.

4.(Currently Amended) A method, as in claim 1, where the clickstream data is a collection of micro-conversions of one or more shoppers for ~~one or more~~ at least one of products and/~~or~~ services sold in at least one ~~or more~~ online stores.

5.(Currently Amended) A method, as in claim 1, where the first visualization ~~of clickstream data~~ comprises a ~~traditional~~ parallel coordinate system and one or more extension components including one or more parallel axes of sequential events, one or more dependent variable values of timestamps, one or more dropouts of polygonal lines, one or more filters, one or more categorizers, and one or more hyperlink associations.

6.(Currently Amended) A method, as in claim 5, where the ~~traditional~~ parallel coordinate system ~~is a parallel coordinate system comprising~~ comprises a series of parallel lines that are placed equidistantly, each parallel line ~~being assigned~~ representing a specific dependent variable and dependent variable values being plotted along ~~the~~ a respective axis, and an independent variable that is represented by polygonal lines connecting the corresponding dependent variable values ~~and illustrating a relationship between an independent variable and the dependent variables appearing on each axis~~.

7.(Original) A method, as in claim 5, where the parallel axes of sequential events is an assignment of a series of sequential events to parallel lines in a parallel coordinate system.

8.(Currently Amended) A method, as in claim 7, where the sequential events include ~~any one or more~~ at least one of the following: one or more steps of shopping in one or more stores, ~~and~~ one or more product ~~or service~~ development steps, and one or more service ~~development steps~~.

9.(Original) A method, as in claim 5, where the dependent variable values of timestamps is an assignment of timestamp values as data points to a series of sequential events that are assigned to the equal number of parallel axes in a parallel coordinate system.

10.(Currently Amended) A method, as in claim 5, where the dropout of a polygonal line is ~~the disappearance~~ a termination of a polygonal line before the line reaches ~~the~~ a last parallel axis in ~~a~~ the parallel coordinate system ~~with the parallel axes of sequential events~~.

11.(Currently Amended) A method, as in claim 5, where the filter is a means to select ~~and/or de-select~~ one or more groups of polygonal lines viewed in ~~a~~ the parallel coordinate system.

12.(Currently Amended) A method, as in claim 5, where the categorizer is a parallel axis in ~~a~~ the parallel coordinate system ~~whose purpose is to categorize~~ for categorizing polygonal ~~lines in the system~~.

13.(Currently Amended) A method, as in claim 12, where the categorizer includes ~~one or more~~ at least one of the following: ~~the~~ referrer Web sites of sessions, ~~the~~ internet service providers of sessions, ~~the~~ lengths of sessions, ~~the~~ methods used to find product information by sessions, methods used to find service information by sessions, products viewed, services viewed, items placed in a shopping cart, items purchased by sessions, time points of sessions, ~~the~~ geographic regions where sessions ~~come from~~originate, ~~the~~ ages, sex, education ~~levels~~, and income ~~levels~~ of ~~the owners of~~ sessions originators, ~~the~~ sales history of ~~the~~ owners of sessions, ~~the~~ and Web page patterns accessed by one of sessions ~~or by the~~ and owners of sessions~~, either or not ordered by session, or by time~~.

14.(Currently Amended) A method, as in claim 5, where the hyperlink association is ~~the~~ association of at least one ~~or more~~ hyperlinks with the polygonal line representing a session, ~~clicking on~~ and the polygonal line comprises a hyperlink to ~~opens~~ a Web page that providinges ~~detail~~ additional information of the session.

15.(Currently Amended) A method, as in claim 1, wherein at least the first visualization represents, via dropouts of one or more polygonal lines, ~~the user can identify~~ where the online store loses customers~~, and/or how many customers are lost, by looking at the dropouts of one or more polygonal lines in the clickstream data visualizations~~.

16.(Currently Amended) A method, as in claim 1, wherein the ~~user can view one or more variations of the clickstream data~~ at least one alternate visualization comprises a filter for ~~by~~ selecting ~~and/or deselecting~~ at least one ~~or more~~ groups of sessions ~~in the visualization by using one or more filters~~.

17.(Currently Amended) A method, as in claim 1, wherein the ~~user can view one or more clickstream data~~ at least one alternate visualizations ~~for~~ comprises sessions of different shoppers categorized by one or more values of ~~the~~ a categorizer axis, as compared to the first visualization.

18.(Currently Amended) A method, as in claim 1, further comprising ~~where the user can view one or more Web pages providing~~ displaying ~~detail~~ additional information of one or more sessions on at least one Web page by using at least one ~~or more~~ hyperlink association~~, i.e., by clicking on one or more polygonal lines representing one or more sessions~~.

19.(Currently Amended) A method, as in claim 1, further comprising ~~where the user can store one or more snapshots of the clickstream data visualization of the online store, and later compare the stored snapshots of the~~ displaying a stored visualization representing a first time and a stored visualization representing a second time ~~to understand the changes in the performance of the online store~~.

20.(Currently Amended) A method, as in claim 1, further comprising modifying at least one of ~~where the user develops and/or updates the strategies for the~~ Web design, navigation paths of the online store, advertisement banners, product layouts, service layouts, marketing and merchandising based on at least one of the ~~findings from the clickstream data~~ visualizations.

21.(Cancelled)